

**Cable
Subscriber
Study**

October 2010



Cable Subscriber Study

October 2010 - Chicago, Illinois

Purpose:

- This research is part of Chicago Access Corporation's (CAN TV's) 2010-11 community needs assessment as part of the cable refranchising process in Chicago.

Methodology:

- Sample size or $n=400$
- Interviews conducted September 23 - October 2, 2010 by telephone with randomly selected cable subscribers in the City of Chicago.
- The margin of sampling error is approximately 4.9% at the 95% level of confidence.
- Sample demographics: 50% male and 50% female, 35% Anglo, 34% African American, 19% Hispanic and 12% other.

This report is compiled from a survey conducted by Group W Communications, LLC, a survey research and communications company, in consultation with The Buske Group.



SUMMARY OF MAJOR FINDINGS

2010 Cable Subscriber Study

- CAN TV is watched by one in two cable viewers in Chicago.
- 74% of Chicagoans see CAN TV as valuable to the community.
- 64% of Chicagoans see CAN TV as valuable to them personally.
- Two-thirds of cable subscribers think it is “Very Important” that local community issues be available via local television channels.
- Close to 80% of cable subscribers say it is important that Chicago residents have access to a local facility where they can get low-cost video training, equipment and assistance producing programs.
- 74% of Chicagoans say its important to them and the community that Chicago residents and groups can use CAN TV to:
 - Assist people who need jobs and training
 - Speak directly with health care experts and government officials
 - Discuss issues that affect the local community
 - Create programs without interference from government or commercial interests.
- Cable subscribers say that at least \$4 of their monthly cable bill should be applied to local programming, while less than \$2 should pay for commercial channels like ESPN or Fox News.
- Over 85% of cable subscribers rate as important that community channels have the same technical advancements as commercial channels and be easy to find and use.

How valuable is CAN TV . . .

To the Community:

Very Valuable	41%	>74%
Somewhat Valuable	33%	
Not Very Valuable	7%	
Not Valuable at all	5%	

To you personally:

Very Valuable	27%	>64%
Somewhat Valuable	37%	
Not Very Valuable	11%	
Not Valuable at all	12%	

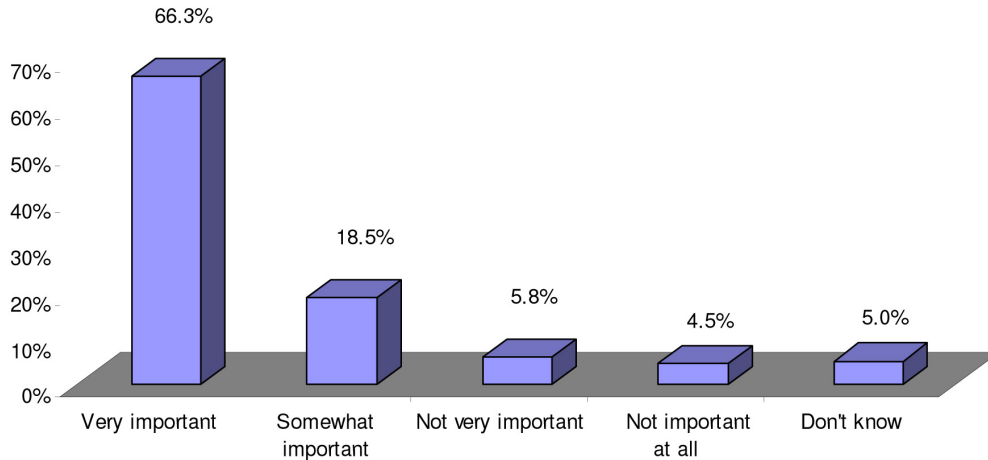
Cable Subscribers Weigh in on Key Community Services

<i>How important is it to you and your community that Chicago residents and organizations can use CAN TV to...</i>	CAN TV Importance	Commercial TV Performance
<i>How good a job do you feel that commercial television does at providing the following services...</i>		
Provide assistance to people in need of jobs and training	83%	25%
Speak and give access to health care experts	79%	26%
Provide math and reading programs to help children improve skills	79%	18%
Question government officials about local issues	77%	22%
Discuss issues that affect the local community	75%	28%
Create or present programs without interference from government or commercial interests	74%	19%
Inform people about educational opportunities	73%	27%
See local events like town hall meetings and public forums	71%	29%
Discuss or include diverse viewpoints and opinions	70%	29%

CAN TV Importance = % of 400 cable subscribers who give a rating of "4" or "5" on a scale of 5 (Very Important) to 1 (Not important at all.)
 Commercial TV performance = % of 400 cable subscribers who give a rating of "4" or "5" on a scale of 5 (Very Important) to 1 (Not important at all.)

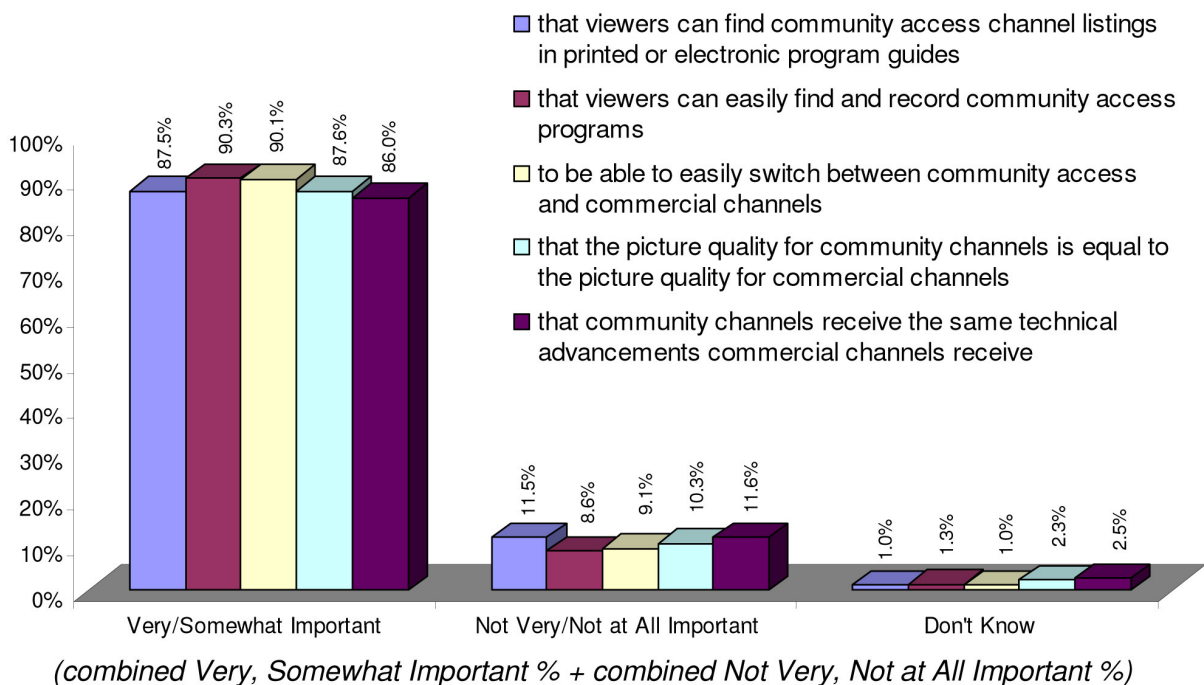
Importance of Local Programming

How important is it that local community issues, information and activities be available via local television channels?



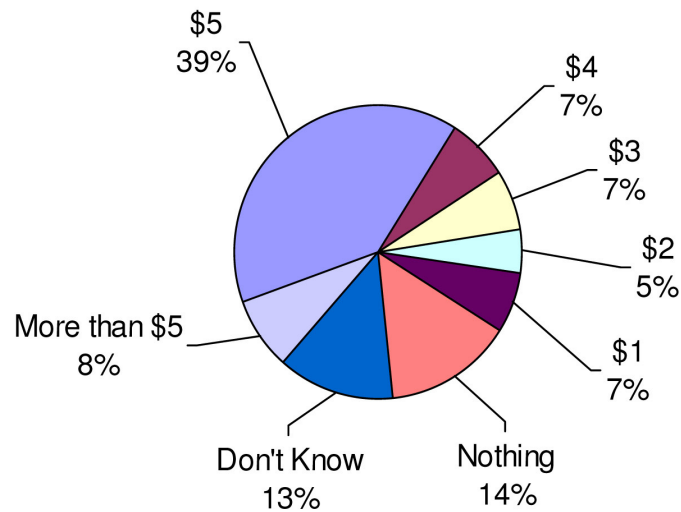
- Nearly 85% of cable subscribers think it is “Very Important” (66%) or “Somewhat Important” (18.5%) that local community issues be available via local television channels.

Subscribers rate as important:



Financial Value of Local Programming

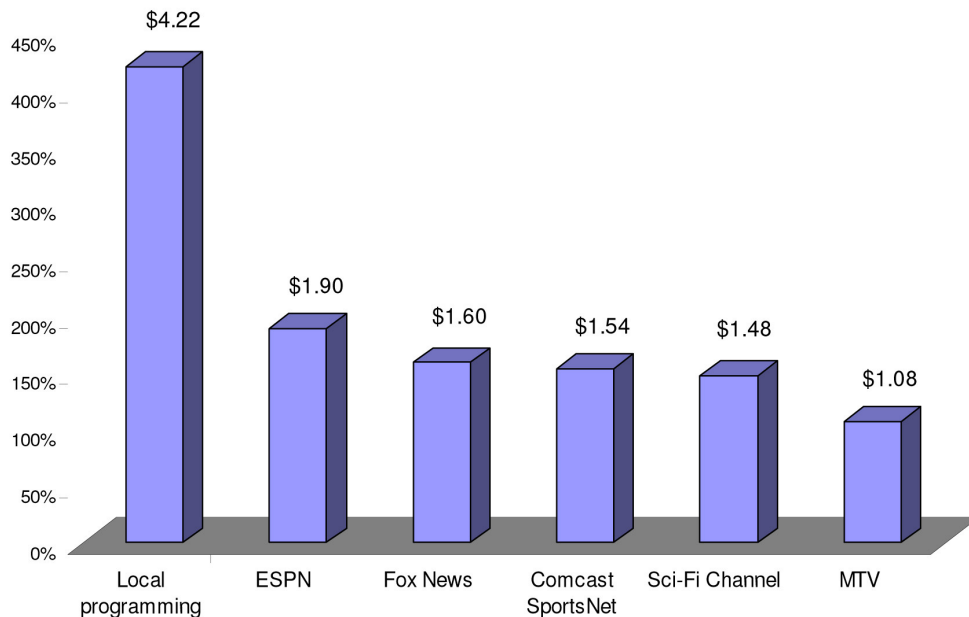
How much of your monthly cable bill should be used to create local community programs on education, healthcare, jobs & training, arts & culture, and housing & financial assistance?



- Over half of all cable subscribers felt \$4 or more should be set aside
- The average or mean of all responses is \$4.22

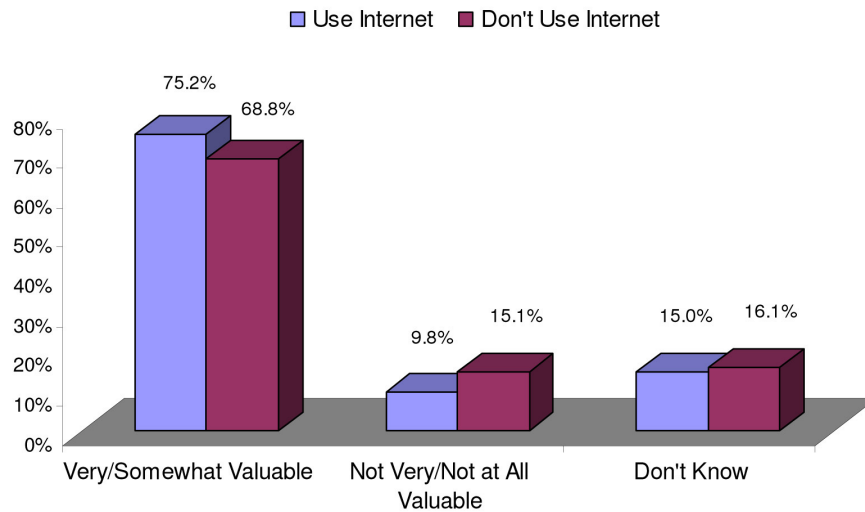
Financial Value of Local & Commercial Programming - Compared

The average amount subscribers responded should be applied from their monthly cable bill to create local community programming or to pay for each of 5 commercial channels.



Value of CAN TV to Internet Users

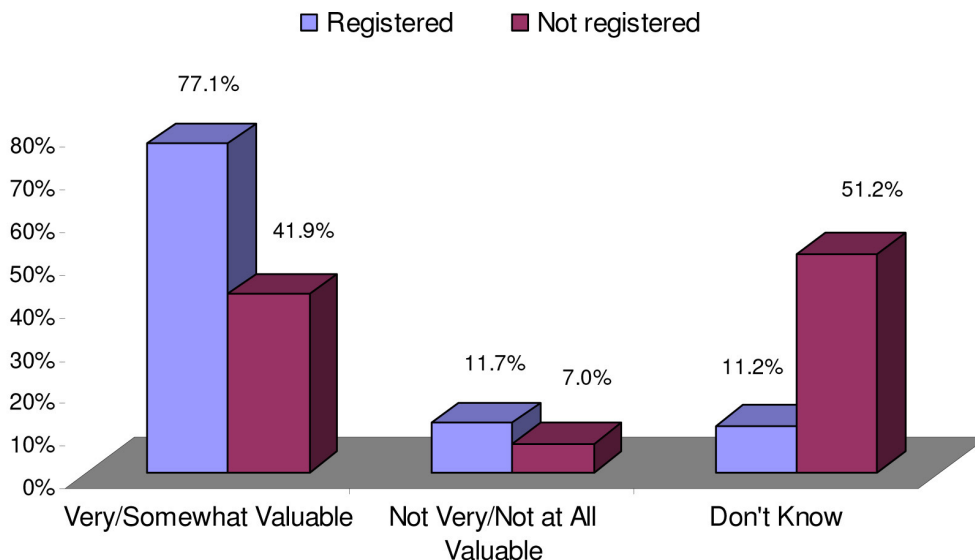
CAN TV Value to community X Internet Access from Home



- About 75% of cable subscribers who access the Internet think CAN TV is either somewhat or very valuable to the community.

Value of CAN TV to Voters

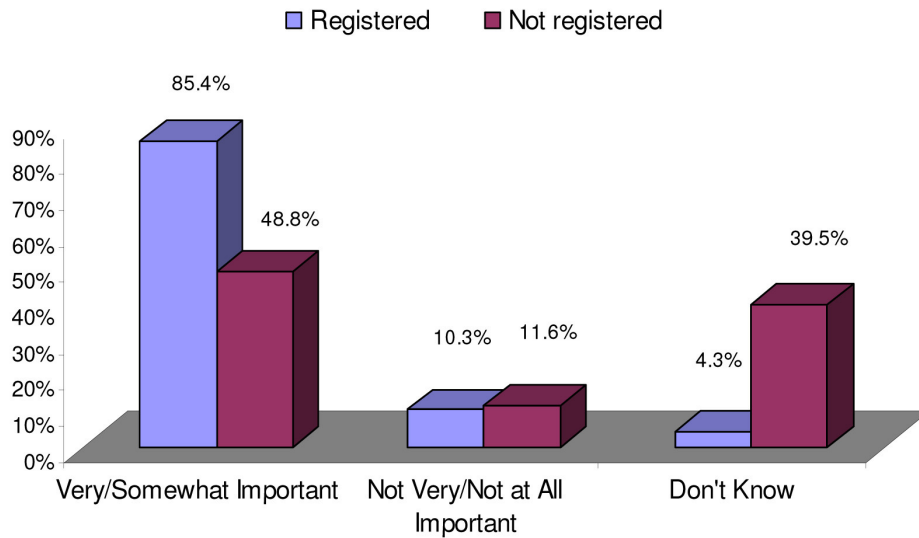
CAN TV Value to community X Voter Registration



- Over three-fourths of cable subscribers who are registered voters think CAN TV is very or somewhat valuable to the community

Importance of Local Facility

Importance of Local Facility X Voter Registration



- About 85% of cable subscribers who are registered voters feel it is either somewhat or very important that residents have access to a local facility for video training and equipment.

Survey Demographics

Age	Percent
Under 30	18%
30-44	25.3%
45-54	19%
55-64	11.5%
65 or older	22%
Refused	4.3%

Income	Percent
Under \$25,000	16.5%
\$25 - \$40,000	20.5%
\$40 - \$60,000	27.5%
\$60 - \$100,000	19.5%
More than \$100,000	16%

Gender	Percent
Male	49.8%
Female	50.3%

Ethnicity	Percent
Anglo	35%
Hispanic	18.8%
African American	33.5%
Native American	0.8%
Asian	3.5%
Other	2%
Refused	6.5%